

2014-15 College/University Flu Vaccination Campaign

Stefanie DeVita & Courtnay Londo

**Kick-off
Webinar**

June 19, 2014

INTRODUCTIONS

- Courtney Londo, MDCH Adolescent and Adult Immunization Coordinator
- Stefanie DeVita, MDCH Influenza Epidemiologist
- Schools on the call?
- Others on the call?

APRIL WEBINAR RECAP

- Planning webinar held in April with interested schools
- Dr. Davis, MDCH Chief Medical Executive
- Updates on influenza epidemiology, education and outreach
 - 2012-13 flu coverage, MI 19-24 year-olds: 8.6% (MCIR)
- Strategies to increase demand for flu vaccine on campuses
- Discussion on barriers revolved around cost

OBJECTIVES

- Objectives for today's call:
 - Kick-off/overview of campaign specifics
 - Begin building partnerships
 - Connect schools with pharmaceutical representatives, pharmacies/community vaccinators, LHDs, MCIR
 - Discussion/feedback from schools
 - Next steps

THE IDEA

Ohio State vs. Michigan Blood Battle since 1982

Are you a Buckeye or a Wolverine?

Whether you bleed scarlet and gray or maize and blue, you can show your colors by donating blood during the annual Ohio State-Michigan Blood Battle with the American Red Cross each November.

Since 1982 students and fans of the two schools have battled to take top honors in giving blood. The Blood Battle has grown into one of the largest blood competitions in the country with more than 2,500 donations given on each campus alone.



<http://www.redcrossblood.org>

WHY WOULD A HEALTH CENTER WANT TO ENROLL?

- Increase flu vaccination rates among students
 - Less classes missed
 - Less transmission within classrooms
 - Less sick visits to health centers
- Pandemic/emergency preparedness

Princeton begins meningitis vaccinations under shadow of UCSB amputation

BY JONEL ALECCIA



WHY WOULD A HEALTH CENTER WANT TO ENROLL?

- **PR**

- Typically at state level, see increases in flu vaccinations administered as press/media on flu increases

- **Awards and recognition from MDCH**

- Certificates of participation
- Free conference registration the following fall

CAMPAIGN SPECIFICS

HEALTH CENTER ROLES & RESPONSIBILITIES

FLU VACCINATION CHALLENGE

2014-15 College/University Flu Vaccination Challenge: Campaign Overview

May 2014

What is the challenge about?

The purpose of the challenge is to increase flu vaccination rates of college-aged young adults through a friendly competition amongst participating colleges and universities in Michigan. Students will be asked to self-report their vaccination status via an online collection tool. The institution with the highest flu vaccination coverage level percent (based on undergraduate and graduate student population) will be presented with an award from the Michigan Department of Community Health (MDCH). Depending on the number of institutions that enroll, there may be designations for small, medium, and large schools.

What is the role of our student health center?

Hold flu vaccination clinics (increase clinic times and offerings; improve upon last season's efforts); partner with various groups on campus (university relations, medical schools, schools of public health, student health groups, etc.) to promote the campaign; generate awareness of the campaign and the need to get vaccinated through e-mails, social media messages, and other communications to students; reach out to external groups (community vaccinators, local health departments, pharmacies) to promote collaborative events and/or establish referral relationships; enter doses administered by your health center into the Michigan Care Improvement Registry (MCIR).

What is the role of MDCH?

Distribute press releases to state and local media channels promoting the campaign and highlighting involvement from enrolled institutions; distribute joint letters in support of the campaign to top level college and university administrators; distribute electronic toolkit and promotional posters and flyers targeting young adults; hold partnership-building and planning webinars with health centers to communicate successes and challenges throughout the flu season; host press conference in October; monitor self-reported student data through online tool; assess health center data via MCIR; offer clinical support and MCIR training upon request; award winners at the conclusion of the campaign.

When will the challenge take place?

The actual campaign will run from October to December, with award winners announced during National Influenza Vaccination Week (December 7-13, 2014). In March an additional award will be given to the institution with the best late-season flu vaccination push.

"Flu vaccination coverage among 19-24 year olds in Michigan is currently only 8.6%. That's simply not good enough. Let's aim to be the state with the highest flu vaccination coverage rates among young adults—and no more flu-related deaths among young adults..."

*- Dr. Matthew Davis, MD, MAPP,
MDCH Chief Medical Executive*



To Join:

- Fill out the [online enrollment form](#) or fax or e-mail the attached form
- Save-the-date for the kick-off webinar on June 19, 2014 from 12 to 1 p.m. (EST)
- Start preparing for flu season today!

- Hold flu clinics
- Partner on campus
- Partner off campus
- Generate awareness
- Enter ALL flu doses in MCIR

MDCH ROLES & RESPONSIBILITIES

- Campaign promotion
- Joint letters signed by MDCH to college/university administration
- Share educational materials
 - www.michigan.gov/flu
- Communications with enrolled schools
- Monitor and share data
- Clinical support and training as needed
- Recognize participating schools and challenge winners

SCHOOLS ENROLLED THUS FAR

- Albion College
- Central Michigan University
- Grand Valley State University
- Hope College
- Kalamazoo College
- Northwestern Michigan College
- Oakland University
- Wayne State University

HOW DO I ENROLL?

www.surveymonkey.com/s/fluchallengeenrollment



2014-15 College and University Flu Vaccination Challenge CAMPAIGN ENROLLMENT FORM

www.surveymonkey.com/s/fluchallengeenrollment

FOR OFFICE USE ONLY

Entered By: _____
Date Entered: _____
County: _____
County IAP: _____
Field Rep: _____
MCH Rep: _____

HEALTH CENTER CONTACT INFORMATION (PLEASE PRINT)

| | | |
|--|------------|-----------------------|
| INSTITUTION NAME | | |
| STREET ADDRESS | | CITY |
| MAILING ADDRESS (if different) | | CITY |
| PHONE NUMBER | FAX NUMBER | MOR ID (if available) |
| PRIMARY CONTACT NAME & TITLE (FOR THIS CAMPAIGN) | | PHONE |
| ADDITIONAL HEALTH CENTER CONTACT | | PHONE |
| ADDITIONAL HEALTH CENTER CONTACT | | PHONE |
| | | EMAIL |
| | | EMAIL |
| | | EMAIL |

BACKGROUND

| | | | |
|--|---------------|--|---|
| HOW MANY DOSES OF FLU VACCINE DID YOU ORDER AND ADMINISTER DURING THE: | | | |
| 2012-13 FLU SEASON | ORDERED: | ADMINISTERED: | COMMENTS (for example: reasons for expired or wasted vaccine; justification for number of doses ordered): |
| 2013-14 FLU SEASON | ORDERED: | ADMINISTERED: | |
| 2014-15 FLU SEASON | ORDERED: | | |
| <input type="checkbox"/> TRIVALENT SHOT (INJ), INCLUDING INTRADERMAL <input type="checkbox"/> QUADRIVALENT SHOT (INJ) <input type="checkbox"/> QUADRIVALENT NASAL SPRAY (LAIV) | | | |
| IF KNOWN, WHAT WAS THE FLU VACCINATION COVERAGE RATE (PERCENT OF ALL STUDENTS VACCINATED AGAINST FLU) AMONG YOUR STUDENT POPULATION FOR THE PAST TWO YEARS? | | | |
| 2012-13 FLU SEASON | COVERAGE (%): | METHOD USED TO CALCULATE (e.g., student self-report, health center records, DHR data, MCH data, etc.): | |
| 2013-14 FLU SEASON | COVERAGE (%): | | |

PROVIDER PROFILE

| | |
|--|--|
| HOW MANY PATIENTS DO YOU SERVE IN A TYPICAL SCHOOL YEAR? | |
| HOW MUCH DO YOU CHARGE FOR FLU VACCINES? | |
| WHAT INSURANCE PLANS DO YOU BILL FOR VACCINES, INCLUDING ANY UNIVERSITY PLANS THAT MAY BE OFFERED? (if none, mark NA) | |
| When form is completed, email to LondoC1@michigan.gov or fax to 517-335-9855 (Attention: Courtney Londo) | |

WHAT NEW OR INNOVATIVE STRATEGIES HAVE WORKED ON YOUR CAMPUS TO GET MORE STUDENTS VACCINATED AGAINST THE FLU?

| |
|--|
| |
|--|

DETERMINING CAMPAIGN WINNERS

- **Overall Champion: Highest overall student body flu coverage (%)**
 - Based on self-reported survey data
 - Vaccines received August through 1st week of December
- **Health Center Champions: Most flu doses administered, most improvement from 2013-14**
 - Based on MCIR data
- **Late Season Push: Best vaccination efforts January-March**

STUDENT SURVEY

Sample Flu Vax Challenge Poll

1. School Name

2. Yes, I got my flu vaccine in:

3. What is your age?

Done

www.surveymonkey.com/s/flubattle

CAMPUS FLU VACCINATION BATTLE

WHAT

How does your school stack up?

Let us know when you received
your flu shot to ensure your
school wins the challenge!

HOW

www.surveymonkey.com/s/cfbattle

The survey should take only a minute to complete! Visit the link above or
scan the QR code to get started.

WHO

PARTICIPATING SCHOOLS • School name • School name • School
name • School name • School name • School name • School
name • School name • School name • School name • School

WWW.MICHIGAN.GOV/FLU

DON'T LET YOUR
SCHOOL LOSE TO
THE FLU!

PROTECT
YOURSELF AND
YOUR COMMUNITY
FROM THE FLU: GET
VACCINATED



EDUCATIONAL MATERIALS

COLLEGE & UNIVERSITY TOOLKIT



**Department of
Community Health**



MICHIGAN.GOV
 Michigan's
Official
Website

[Michigan.gov Home](#)
[MDCH Home](#)
[Sitemap](#)
[Contact MDCH](#)

[print friendly](#)
[email this page](#)
[Like](#)
[Tweet](#)

College and University Flu Vaccination Toolkit

The Michigan Department of Community Health (MDCH) and the Centers for Disease Control and Prevention (CDC) encourage college health centers, medical practices, health departments, pharmacists, and other immunization providers to routinely assess the vaccine needs of their young adult patients and make a strong recommendation for vaccination. You are in a unique position to help spread the word about this important vaccine to college-age students, and MDCH would like your help. The materials in this toolkit will assist you in promoting the importance of annual flu vaccination to students.

This toolkit includes:

- Strategies to increase rates
- Key messages
- E-mail templates
- News release templates
- Social media messages
- Websites and resources

[College/University Flu Vaccination Toolkit](#)

[Letter to Colleges and Universities from MDCH Chief Medical Executive](#)

Flu Posters and Flyers

[Flu College/University Infographic*](#)

[Flu Monthly Posters](#)

[Why get a Flu Vaccine: Niko's Story](#)

[Why get a Flu Vaccine: Alana's Story](#)

[No More Excuse: You Need a Flu Vaccine](#)

[Flu Talk Young Adults](#)

[Reason Enough to Get Vaccinated](#)

[Spread Music: Not Flu](#)

[Places to Get Your Flu Vaccine](#)

[Alana's Foundation Grant Application Flyer](#)

Adolescent and Young Adult Posters and Flyers

[Posters for High School and College-Aged Teens](#)

[Make the Call Pre-Teen and Teen Vaccine Flyer](#)

[Make the Call to Protect Yourself](#)

[Posters for Parents with High School and College-Aged Teens](#)

*Include information about your clinics' dates, times, and locations and add your organization's contact





Image of College Campus, Students

Related Content

- Mission and Vision Statements
- Vaccine Information Statements (VIS)
- 2013 MDCH Fall Regional Immunization Conferences
- Michigan Immunization Timely Tips (IMTT) Newsletter
- MDCH Adolescent Immunization Website
- Letter to Colleges/Universities on Immunizations and Serology
- Older Adolescent & Adult Immunization Conference (April 2013)
- Quick Looks & Other Resources for Health Care Professionals
- Recommended Immunization Schedules, Children and Adolescents
- Catch Up Immunization Schedule for Children and Adolescents
- Recommended Immunization Schedules, Adults
- Recommended Vaccinations Indicated for Adults Based on Medical and Other Indications
- Adult Vaccine Contraindications and Precautions
- Michigan Advisory Committee on Immunization Endorses the ACP-Recommended Vaccination Schedules PDF
- Healthcare Personnel Vaccination
- Recommendations PDF
- Influenza (Flu) website (MDCH)
- Vaccine Administration Resources
- Vaccine Storage & Handling Materials

2013-14 Flu Season

College and University Flu Vaccination Challenge

ARE YOUR STUDENTS PROTECTED?

The Michigan Department of Community Health (MDCH) and the Centers for Disease Control and Prevention (CDC) encourage college health centers, medical practices, health departments, pharmacists, and other immunization providers to routinely assess the vaccine needs of their young adult patients and make a strong recommendation for vaccination. The materials in this toolkit will assist your health center in promoting the importance of annual flu vaccination to students.

According to data from the Michigan Care Improvement Registry (MCIR), coverage levels among individuals 18-24 years of age are low, reaching only 9% during the 2012-13 flu season*.

College/university students are at a unique risk of contracting the flu due to lifestyle factors. Close contact such as dorms, classrooms, public transportation, parties, and sports events make flu especially easy to spread at college. Further, lack of sleep, not eating healthy, and not exercising regularly can weaken the immune system, making these young adults more vulnerable to the flu.

While reaching the college/university student population with important health messages can be difficult to do, it's critical that we protect them from the flu. MDCH would like to challenge you to ramp up your flu vaccination efforts this season!

Please utilize these materials to drive demand for flu vaccine at your campus today! If you have any questions about this toolkit, contact Courtney Londo, Adolescent and Adult Immunization Coordinator, at londoc@michigan.gov or Stefanie DeVita, Influenza Epidemiologist, at devitas@michigan.gov.

LET US KNOW HOW YOU ARE DOING!

- What are your plans for the current flu season?
- How has flu vaccine uptake among students been in the past?
- What are your goals in vaccinating the young adult population?
- What barriers do you currently face?
- Insert Survey Monkey link here: [\[link needs to be created\]](#)

*Reporting of adult immunization data into MCIR is strongly recommended and is considered an immunization best practice. Adult immunization coverage levels may be under-reported in MCIR due to lack of reporting.

IN THIS KIT:

| | |
|-----------------------------------|-------|
| Strategies to increase rates..... | 2-4 |
| Key messages..... | 5 |
| E-mail templates..... | 6-7 |
| News release templates..... | 8-9 |
| Social media messages..... | 9-10 |
| Websites and resources..... | 5,8 |
| Flu vaccine grant flyer..... | 11 |
| Posters and flyers..... | 12-20 |

FLU AND YOU: KNOW YOUR RISKS POSTER

- Include information about your clinics' dates, times, and locations
- Add your organization's contact information and website
- To customize this poster, e-mail Courtney Londo at londoc@michigan.gov

FLU AND YOU

Find vaccines near you:
vaccine.healthmap.org

**GET
VACCINATED
TODAY!**

— KNOW YOUR RISKS —

GETTING SICK SUCKS

Most people who get the flu are sick for over a week. That's more than 7 days without class, social functions, and even work. You simply can't afford to get sick.



IT CAN HAPPEN TO YOU

Lack of sleep, not eating healthy, and not exercising regularly weakens your immune system, making you vulnerable to flu. Your lifestyle puts you at a unique risk.



YOU CAN AFFORD TO GET VACCINATED

Most insurance plans cover the cost of flu vaccine. You can get vaccinated at your primary care provider, local pharmacy, student health center, or local health department. For those who are not covered, it is worth the cost.



FLU IS EASILY SPREAD

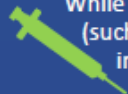
Close contact such as dorms, classrooms, public transportation, parties, and sports events make flu easy to spread at college.



VACCINE: THE BEST PREVENTION

The single best way to prevent the flu is to get vaccinated every year.

While other preventative measures (such as hand washing) are important, the flu vaccine is your best bet.



FLU IS SERIOUS

Even healthy people get the flu and it can be very serious. Flu is not the common cold. Every year, healthy young adults become severely sick and some even die from the flu.



**Contact Your University Health
Center or Healthcare Provider
Today!**

KNOW YOUR RISK • KNOW THE FACTS • GET VACCINATED

There are other vaccines you may need to stay healthy, including HPV, Meningococcal, and Tdap. For more information talk to your healthcare provider.



MICHIGAN.GOV/TEENVACCINES
MICHIGAN.GOV/FLU



Why get a flu vaccine?

Ask Niko Yaksich of Michigan.



Even healthy people can get the flu and it can be very serious. This year and every year, get vaccinated against the flu. It could save a life.

Niko's story

In 2003, I lost my sister Alana to the flu. She was a perfectly healthy 5-year-old girl, and in the blink of an eye she was gone. The day that she passed away she had woken up with a fever and was feeling a little under the weather, but by the end of the day she was feeling much better and was running around with me. It was as though she had never been sick and was back to normal. She was not back to normal though. As I slept that night, my sister was being rushed to the hospital with a fever of 106 degrees. The doctors said that there was nothing they could do and that the flu had caused swelling to her brain. By the following night I had lost my sister and my family's life would be changed forever.

www.michigan.gov/immunize

Concept adapted with permission from Texas Children's Hospital.

MANUFACTURERS' UPDATES

PHARMACEUTICAL CONTACTS

| Company | Name | E-mail/Website | Phone |
|-----------------|---------------|--|-------------------------------------|
| bioCSL | Troy Fix | www.afluria.com | 1-888-4-FLU-OFF (1-888-435-8633) |
| MedImmune | Ross Fortman | Fortmanr@medimmune.com | (419) 203-2978 |
| Novartis | Aaron Hubner | Aaron.hubner@novartis.com | (616) 502-2271 |
| Sanofi Pasteur | Adam Dollens | Adam.dollens@sanofipasteur.com | (260) 494-6472 |
| GlaxoSmithKline | Naomi Shaheen | Naomi.a.shaheen@gsk.com | (313) 505-8493 |

OTHER PARTNER UPDATES

CAMPAIGN TIMELINE

WEBINARS WITH SCHOOLS

- July: Champions and best practices
- August: MDCH Annual Flu Vaccination Season Kickoff webinar (August 27, 12-1 PM)
- Fall: Potential progress update

PRESS

- September: MDCH press release and press conference to kick-off the campaign
- Regular communication about the campaign, via Facebook, Twitter, newsletter articles, websites, etc.
- October: Annual flu joint press conference with MDCH, Michigan Osteopathic Association and Michigan State Medical Society
- December: Announce campaign winners during National Influenza Vaccination Week
- March 2015: Announce winner of late-season vaccination push

CAMPAIGN EVALUATION - 2015

- **March: Post-campaign webinar with schools, distribute evaluation survey**
- **April-May: Assess campaign effectiveness**
 - Lessons learned, successes/challenges
 - Improvements for 2015-16
 - Provide feedback to schools

DISCUSSION & QUESTIONS

LondoC1@michigan.gov

DeVitaS1@michigan.gov